



# THE TOMORROW PLAN<sup>.COM</sup>

Partnering for a Greener Greater Des Moines

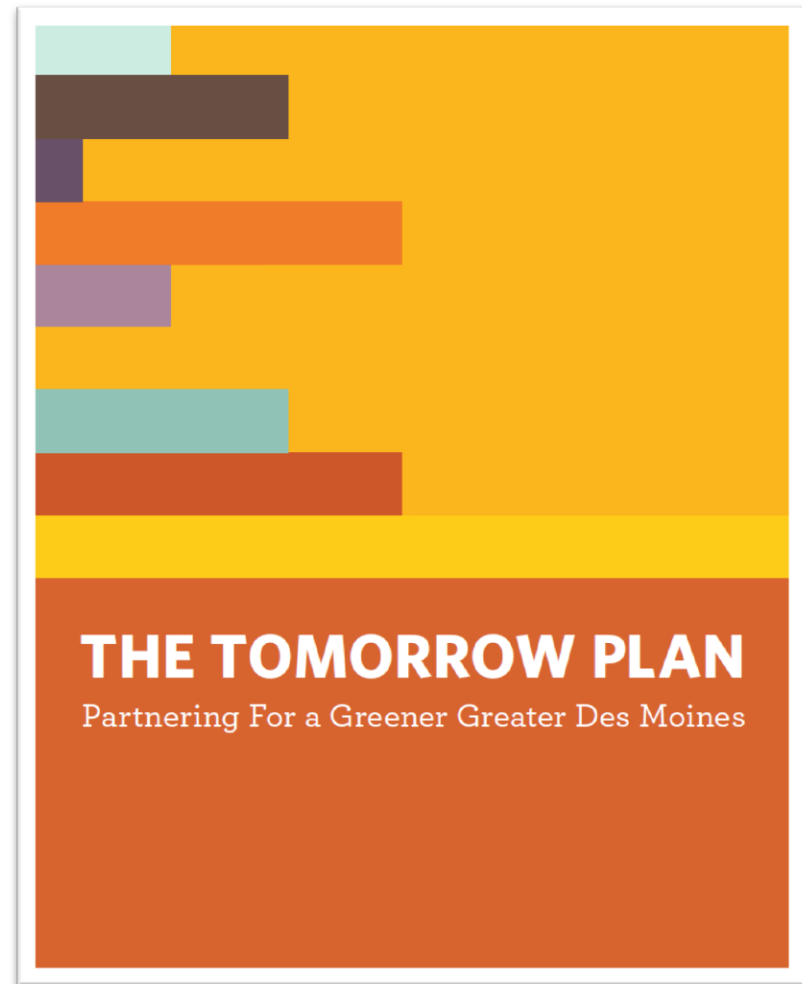
Final Plan Overview  
Spring 2014

“You compete as a region...  
You rise together, and you  
fall together.”

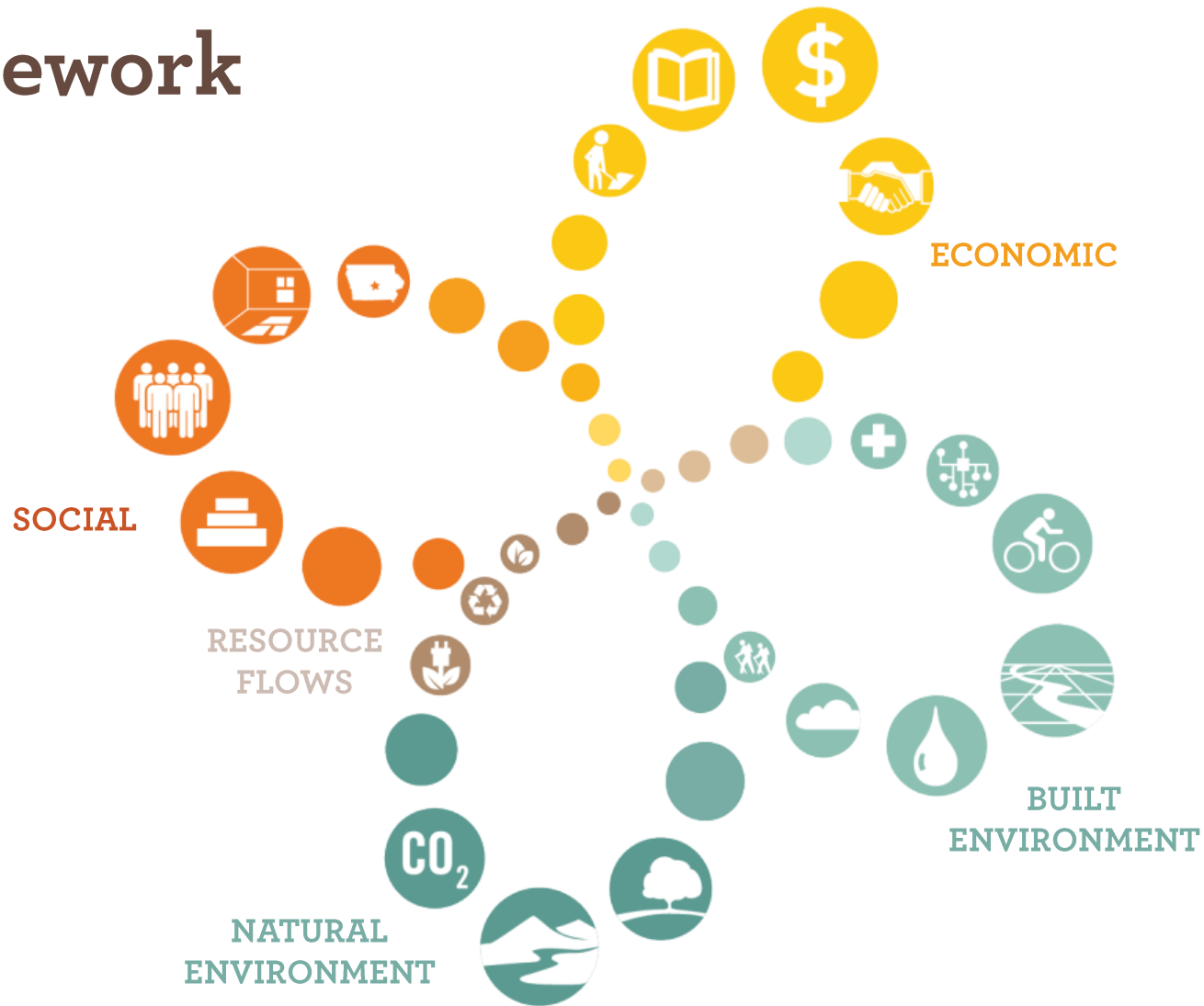
Mitch Silver  
*Past APA President*

# The Plan

- Three year process
- 17 communities
- 4 counties
- Nearly 27,000 contacts
- \$3.1 million effort
- Umbrella plan for the region
- Voluntary



# Integrated Framework



We are many distinct communities working as one region to compete globally and to leave a sustainable legacy for future generations. We do this work through The Tomorrow Plan, focusing on housing and transportation, the economy, the environment, and community vitality.

The plan will save us money, draw resources and talent to the region, and prepare us for future growth – and everyone has a role.

# Goals

**GOAL 1** *Create a resilient regional economy*

**GOAL 2** *Improve the region's environmental health and access to the outdoors*

**GOAL 3** *Further the health and well-being of all residents in the region*

**GOAL 4** *Increase regional cooperation and efficiency at all levels*

# Create a resilient regional economy

- Develop a system of nodes + corridors
- Provide many means of access + transportation throughout the region
- Create an innovation core
- Enhance our digital infrastructure
- Grow + retain existing companies
- Expand educational opportunities



## LET'S GET STARTED!

- Leverage libraries and the access they offer to technology and the arts (Libraries, communities)
- Educate banks, developers, real estate professionals, and appraisers about nodes and corridors (MPO, GDMP, communities)
- Support DART Forward 2035 by increasing transit service and reducing parking requirements accordingly (MPO, TMA, DART)
- Implement Capital Crossroads, the region's economic development strategy (GDMP, MPO)

Launch Nodes +  
Corridors Initiative!



# INITIATIVE 1

## NODES & CORRIDORS

- Identify areas for development/redevelopment as walkable nodes + corridors
- Develop sample codes to help communities achieve vibrant, mixed-use, walkable environments
- Promote nodes + corridors through inclusion in community comprehensive plans



# *Improve the region's environmental health and access to the outdoors*

- Promote the use of renewable energy + reduced energy consumption
- Minimize the waste stream
- Build a region-wide greenways system
- Develop a regional stormwater approach
- Expand the tree canopy + regional park capacity



## LET'S GET STARTED!

- ❑ Conduct a regional tree inventory (Tree NGOs)
- ❑ Set baseline energy consumption metrics (MPO, GDMF)
- ❑ Relaunch the Share Good Energy collaborative (Communities)
- ❑ Launch regional food rescue program (MWA, DMARC, CISS)
- ❑ Complete a regional soil analysis to identify stormwater best management sites (RCC)
- ❑ Identify streams and watersheds for regional focus (WMAs)
- ❑ Identify and acquire key regional park, trail, and greenway properties (NTHF, PCCB, IDNR)

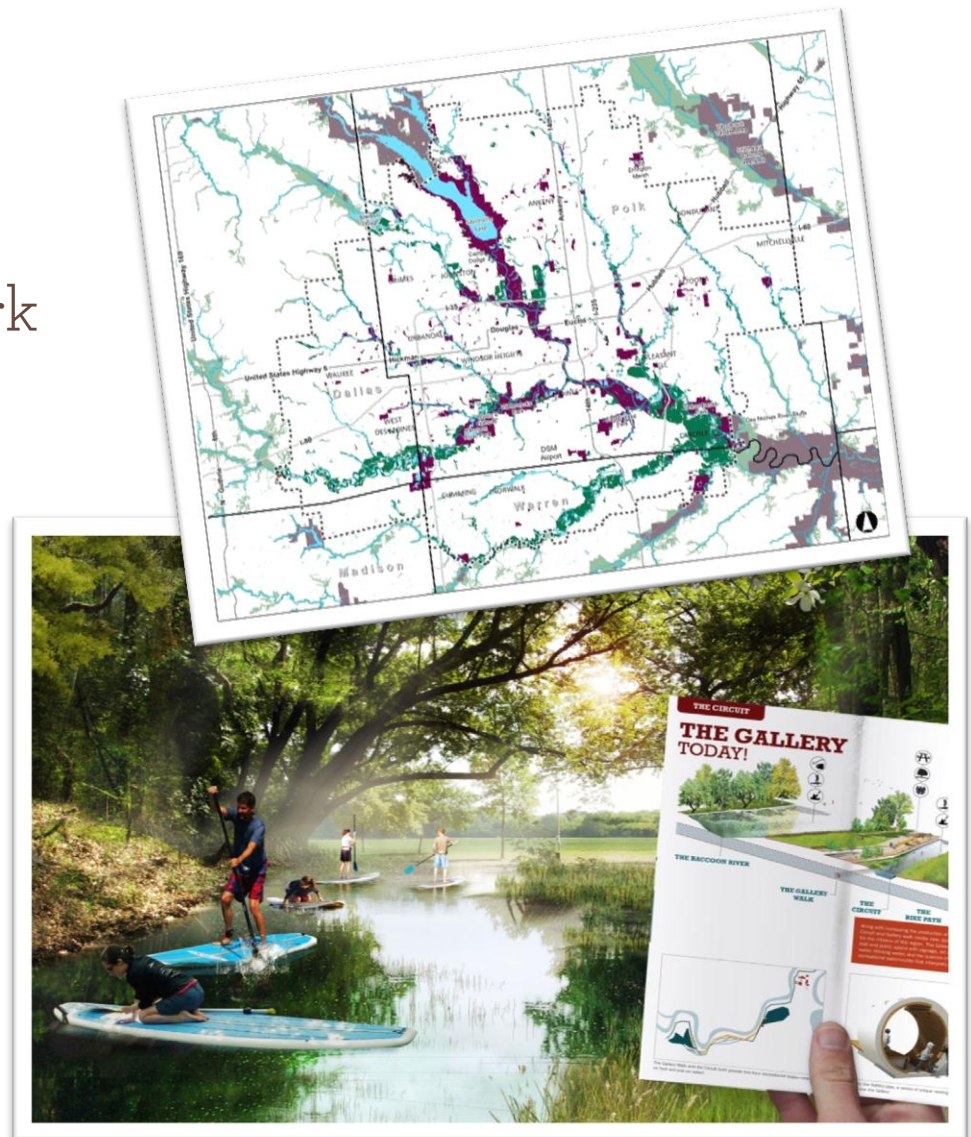
Launch Greenways Initiative!



# INITIATIVE 2

## GREENWAYS

- Assign staff to coordinate + communicate greenway work
- Conduct a natural areas inventory
- Celebrate connecting land purchases
- Launch with bio-blitz of most connected areas
- Coordinate WMA efforts for watershed planning



# *Further the health and well-being of all residents in the region*

- Ensure diverse housing choices throughout the region
- Make walking, biking, and using public transportation as viable as driving
- Make healthy choices intuitive
- Provide access to healthy food
- Encourage + celebrate community building
- Promote historic preservation
- Create Zest



## LET'S GET STARTED!

- Kick-off open streets and play streets events around the region
  - picture a big block party (Des Moines Bicycle Collective, MPO)
- Create and foster Zest (DMSC, Eat Greater Des Moines, MAA)
- Develop a local arts incubator (GF, DesMoinesArts)
- Create a marketing campaign to link transportation options, the built environment, and public health and well-being (TMA, DART, MPO)
- Create a regional food system clearinghouse (Eat Greater Des Moines)

Launch Resilient  
Neighborhoods Initiative!



# INITIATIVE 3

## RESILIENT NEIGHBORHOODS

- Establish neighborhood associations throughout the region
- Initiate the regional affordable housing plan
- Create a model inclusionary zoning ordinance



# *Increase regional cooperation and efficiency at all levels*

- Leverage the ongoing work of the MPO to address the monitoring + implementation of the plan
- Develop a Regional Infrastructure Coordinating Committee
- Continue educational efforts
- Leverage the plan to secure + award funding
- Explore the merits of regional alternative revenue sources



## LET'S GET STARTED!

- Work with the communities to adopt resolutions of support of The Tomorrow Plan (MPO, communities)
- Implement The Tomorrow Plan (MPO)
- Convene the RICC (MPO)
- Modify the MPO funding allocation system and identify new funding sources (MPO)
- Launch a community calendar as a one-stop look at community and regional events (GDMP, CVB)

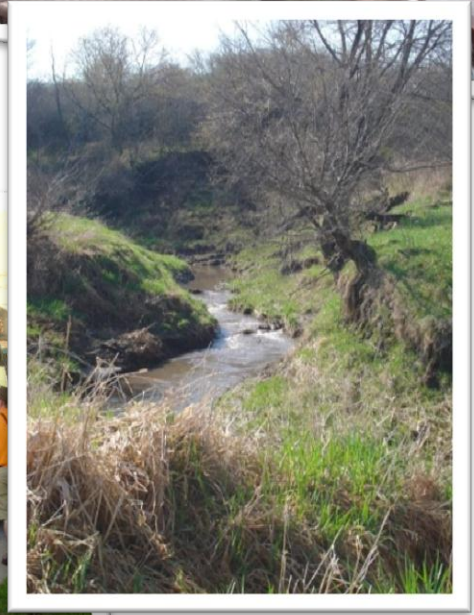
Launch Regional Cooperation Initiative!



# INITIATIVE 4

## REGIONAL COOPERATION

- Analyze the suitability around the region for natural stormwater utilities
- Analyze community stormwater practices + ordinances
- Develop sample ordinances for the region



## INITIATIVE 5

# EVERYDAY STEWARDS: DO ONE THING



- Launch the Do One Thing – DOT – campaign
- Take the Do One Thing pledge
- Connect the DOTs by engaging with one of the many existing community groups



*The Tomorrow Plan:*  
A voluntary, best-practices  
guide for local  
jurisdictions